



GOVERNOR'S COUNCIL FOR WORKFORCE AND ECONOMIC DEVELOPMENT

MEETING MINUTES

Date: July 28, 2017

Time: 9:00 A.M.

Place: Oklahoma State University-Oklahoma City, 900 N. Portland Ave., Oklahoma City, OK

Welcome/Call to Order

Chair Steve Hendrickson called the meeting to order and reviewed the agenda.

Approval of Minutes

Chuck Mills made a motion to approve the April 28, 2017 meeting minutes, seconded by Jim Curry. No further discussion. The motion carried unanimously.

Oklahoma Works Update

Katie Altshuler reported that Governor Fallin, Secretary Shirley, Erin Risley-Baird and herself went to Germany and Switzerland in March to look at their apprenticeship programs and internships. This trip was hosted by the National Governors Association Center for Best Practices for a small group of U.S. governors. The goal of the trip was to learn how Germany and Switzerland leverage apprenticeships as a key workforce and economic development strategy and provide systems in their states. Jobs and economic development are critically important to states, and the development of apprenticeship programs is an important way of ensuring better jobs for citizens. Katie said they are putting together a goal for Oklahoma and will be making some additional changes to align with the New Skills for Youth grant.

The Governor and Katie also had the opportunity to go to the White House for a meeting that was to specifically discuss workforce and apprenticeship issues. They met with President Trump and a group of administration officials, governors, lawmakers, etc., before an executive order was signed which will expand apprenticeships and vocational training to help all Americans find a rewarding career, earn a great living, and support themselves and their families. Katie said that they feel good about the direction this is going for Oklahoma. They also attended a Made in America event in which our very own DitchWitch Company was featured, so they were very excited about that.

There are two events coming up to be aware of. The first is a STEM and Entrepreneurship Summit on November 2nd at the Cox Convention Center. The second will be an Oklahoma Works Job Shadowing Week, November 13-17.

New Skills for Youth Update

The state of Oklahoma received a \$2 million grant to expand economic opportunities for young people across the state. The grant has two outcomes:

1. To increase the number of students in the U.S. who successfully complete career pathways that begin in secondary school and culminate in postsecondary degrees and/or industry credentials with labor market value.
2. To catalyze transformational approaches to the design and implementation of programs and policies to increase students' career-readiness in a cohort of leading states and disseminate lessons learned to the rest of the country.

Cindy Koss, Deputy Superintendent for Academic Affairs and Planning, OK State Dept. of Education, will give a brief update of their activities.

Dr. Koss said there were additional handouts in the board books that talk about the Benefits of Business and Education Partnerships, and an Information Brief on Work-Based Learning, Benefits of Internships,

Benefits of an Individual Career Academic Plan (ICAP), and also Redefining the Senior Year with includes Systems of Support.

Dr. Koss said that too many youths are without a purpose, so within the secondary sector, they believe that is where they need to start to find out the “why” for these students and to help them to identify their purpose and the individual career academic plan is one of those answers. Points from her presentation are below:

- New Skills for Youth Updates
 - LMI Data Updates – Oklahoma Office of Workforce Development
 - Career Endorsements – STEM, Business & Industry, Arts & Humanities, Public Services, Multidisciplinary Studies
 - Career Pathway Strategy Lead Hired – Connect with KEN Champions and Career Pathway Champions (Business & Education Partnerships)
 - College Career Math Ready Course – High School Seniors
 - Internship – OSDE Guidelines & Course Code
 - Engage OK Sessions – Redefining the Senior Year, ICAP, Internships, Business & Education Partnerships (Last week they had 7,000 attendees)
 - NSFY Summit – November 9, 2017 at the Moore-Norman Technology Center
 - Individual Career Academic Plan Legislation – 2017-2018 Pilot (28 districts) – Passed – will begin with 9th grade
 - Developing Career Advising Toolkit
 - JP Morgan Chase – 5 required indicators for NSFY progress
- Supporting Student Career Development
 - Redefining the Senior Year and taking the steps to get there
 - Career Development continuum
 - Individual Career Academic Plans
 - Business Education Partnerships
 - Internships
- Career Development Continuum
 - Starting with elementary, the goal is to have a productive future. Preparing all youth for success in college, career, and life.
 - Career Awareness – Learn about a wide variety of jobs and careers
 - Career Exploration – Explore, research, and plan for the future
 - Career Preparation – Gain education, training, and work experience
- Redefining the Senior Year and taking the steps to get there – Systems of Support, ICAP, etc.
- ICAP – The Foundation for Career Development
- Career Ladder
- How You Can Help
 - Spread awareness and importance of ICAP, benefits for business, community leaders, educators
 - Join with educators on school advisory teams for ICAP and school-wide initiatives
 - Businesses connect with pilot ICAP districts in their region to offer support with time, expertise, funding
- How Business Can Help – Support career readiness programs:
 - Host externships
 - Create an industry advisory team to build support for a new program
 - Provide internship opportunities
 - Engage secondary partners and participate on advisory committees
 - Provide time, expertise and funding support for project based learning
 - Oklahoma’s workforce can be built with you and your team connecting with educators

Committee Updates

Career Pathways Committee – Chuck Gray

- Unified vision, aligned to WIOA and avoiding duplication – Adults, Dislocated Workers, Youth 14 years and older
- Regional Sector Partnership Grants
 - Work will facilitate career pathways at local and state levels
 - Committee would help to develop grant requirements
 - Grant reports would help to evaluate effectiveness and shape work of Committee
- Four Career Pathways Champions' Updates
 - Educator externships (Tulsa, Oklahoma City, Lawton, Enid, Bartlesville, Okmulgee, Pryor)
 - Internships and work-based learning (Duncan, Tulsa, Muskogee, Tulsa, Ponca City)
- Career Lattice Development

Chuck added that they wanted to write some bylaws for the Career Pathways Committee, so will be focusing on that too for the Committee.

Workforce System and Oversight Committee (WSOC) – John Hawkins

- The WSOC met regarding the Local and Regional Plans to review the recommendations made by the Systems Oversight Sub-committee. This was the third review during this cycle – two were fully approved, Southern and Northeast Local Plans, and the remaining plans (NE Regional, Eastern, South Central and Central) were approved with the understanding they had to seek technical assistance to address the remaining issues that were detected. Technical assistance will be scheduled with the Oklahoma Office of Workforce Development. The review team did point out that the last versions submitted were greatly improved.
- The Northwestern and Southwest Local Areas are in the process of re-designation and forming a new 25-county area for more effectiveness and efficiency and also having a similar labor market was the basis for their decision. Their plans will be submitted when they complete the process, WSOC approved the re-designation on behalf of the Governor's Council. Technical assistance was provided, as well as financial assistance, for these two areas to re-designate as one area under the regional umbrella.
- The WSOC has been meeting regularly to meet the WIOA implementation timelines to review and ensure guidance policies are released to ensure system building remains in compliance with DOL guidance and the new law. Board Certification policy, Center Certification policy and the MOU policy have now been released for action after reviewing comments from the local areas.
- The 40% Minimum Training Expenditure policy has been drafted with local area input. It is now out for feedback and input from the local areas. WSOC will review and potentially take action at their August meeting.
- The WSOC will continue to meet on a regular basis to ensure the guidance to assist in the state system building is in compliance.

Health Workforce Committee – Shelly Dunham

Progress

- Subcommittee Processes: "Research to Recommendations"
 - Developed process for ensuring data-driven recommendations
 - Established criteria for determining strength of evidence
- Critical Healthcare Occupations
 - Developed list of statewide Critical Healthcare Occupations
 - Includes supply and demand forecasts
 - Next steps include engaging regional planning areas
 - Will guide efforts to produce Healthcare Industry Report
 - Produced Community Health Worker Issue Brief
 - Secured technical assistance from ASTHO to guide strategy
 - Will be used to develop recommendations for training and certification
- Graduate Medical Education (GME)

- Recommended language to include in waiver amendment that seeks authority for continued federal Medicaid GME investment
 - Recommendations linked funding to health workforce needs
- Drafted “Physician Workforce Supply” Issue Brief
 - Currently developing recommendations for Governor’s Council

Youth Program Committee “Deep Dive”

Chuck Mills, co-chair of the Youth Committee, introduced Cecilia Robinson-Woods, co-chair, and sub-committee chairs Jared Bates, Career Tech, and Robert Greenlaw, KimRay.

Chuck explained that the Youth Program Committee is trying to align their initiatives along with agencies such as the State Department of Education, Career Tech, common ed, higher education, businesses and Oklahoma Works. The Youth Committee looks at the pipeline – cradle to career – and if we don’t start early building a good foundation, then there are going to be issues. That’s where business comes in. Chuck said, as a KEN champion, we are trying to bring business and education together. Each sub-committee will present information on their activities.

- Individual Career Academic Plan (ICAP) – Cecilia Robinson-Woods said the New Skills for Youth just formalizes what they are already doing. For the Millwood schools, as well as others, they start the ICAP process in the 6th grade. They administer some kind of career assessment in the 6th grade to see what interests the students and see where their strengths are, what their skills are in such areas as math and science. Then they start to hone their academic track to their strengths. That way, when they actually become a 9th grader, they can say, “I really thought I wanted to be a policeman, but I just don’t have the disposition to deal with people every day, I’m much better at experiments, I’d rather go into research.” The ICAP process helps students consider a future career and helps them design the way to get there. With increased knowledge, students, with family and educator support, can create their individual career pathway to success. There are a number of pilot districts. Cecilia said to spread the word about ICAP and the importance of it and the benefits to not only students but to business, community leaders, and educators. She encouraged everyone to join with educators on advisory boards.
- High School Equivalency (HSE) – Jared Bates said the current status of HSE in Oklahoma is about 400,000 (18-24 years) who do not have a high school degree. They are only able to service about 30,000 of those people. The percentage of population in Oklahoma without a high school diploma is 13.56%. Oklahoma currently has 327,000 25+ years of age without an HSE. They established five strategic objectives to address this crisis.

Strategic Objectives:

1. Increase public awareness of the crisis in adult basic education
 2. Increase the number of adult education learners
 3. Foster a system that supports an increase in the self-confidence and motivation of adult learners through services that support the overall wellbeing of the individual.
 4. Foster a system that provides a relatively easy transition from the education setting to employment.
 5. Increase the opportunities for incarcerated individuals to obtain their HSE and obtain employment upon re-entry into society.
- Character Development – Robert Greenlaw said they were challenged when they saw the results from the 2016 Oklahoma Works Business Survey which ranked “people skills” the highest need among employability skills. This reinforces the importance of the Oklahoma workforce having both the competence and the character piece which is needed to succeed. So the challenge for the Youth Committee was that it was trying to develop criteria for something that could be affected in this way and something that could be offered across the state. This is not a specific program but a vehicle that helps fosters and equips schools to do a number of best practices that fits all of this criteria. We’re recommending to a number of organizations throughout the state – education, chambers of commerce, workforce and economic development, youth development organizations, etc. – who have the opportunity to encourage schools to improve employability

skills by implementing the *Eleven Principles for Effective Character Education*. This has been refined for the last 20 years by a national organization called Character.org. Robert works with the state organization. He said that there is a handout in your packet of the eleven principles. These are really best practices. A lot of schools are already doing these things but they just need a system where they can evaluate their progress, measure what they are doing, and improve in areas they may be lacking in. His recommendation is to encourage schools to apply for state and national recognition as a school of character. That gives them a chance to assess their goals and make some improvements, and measure results. There are 14 schools in Oklahoma that have achieved state or national school of character status. This includes cities such as Muskogee, Lawton, Pryor, Tulsa, and Oklahoma City schools. The results are less bullying, fewer disciplinary problems, work ethic, teamwork, less cheating, higher engagement for students, teachers and parents. This will help us to grow our workforce and improve employability skills.

- **Certified Career Ready School** – Chuck Mills said that Cecilia Robinson-Woods came up with the idea to have schools certified as career ready or work ready.

Objectives:

- In collaboration with State Dept. of Education, establish goals for development and implementation of Individual Career and Academic Plans (ICAP) in all schools statewide.
- In collaboration with State Dept. of Education and Character.org, establish goals for development and implementation of Character Development (employability skills) programs in all schools statewide.

Qualifications

- The qualifications for becoming a Certified Career Ready School would be for every graduating student to have a career and academic plan and for the school to achieve a State School of Character status.
- An additional goal would be to seek the support of education foundations operating in Oklahoma to provide a financial award to schools that achieve this recognition.

PY16 State Expenditures and PY17 State Budget

Erin Risley-Baird said as part of an effort to be more transparent, last year we started presenting our budget and spending at both the state and local levels to enhance understanding of the public workforce system, and our implementation of the Governor's strategies.

PY16 Income: Detailed

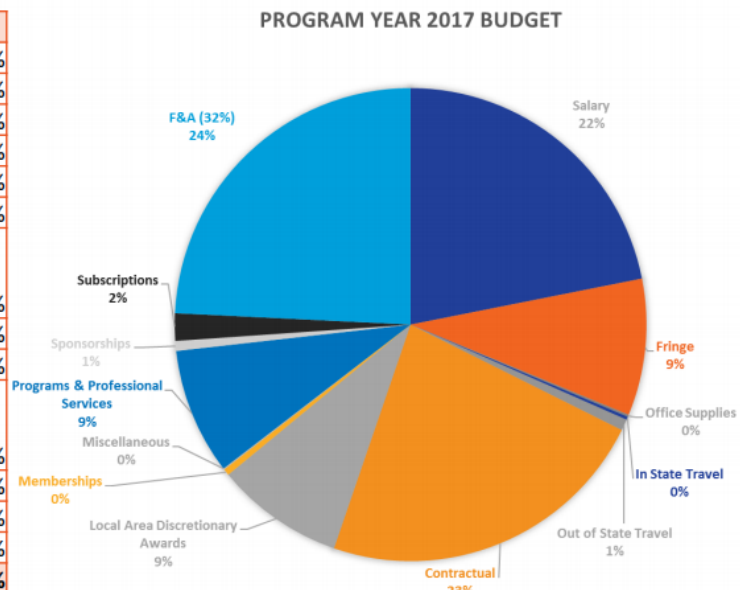
PY16/FY17	Carryover	Recapture	New Funding	
WIOA Implementation	\$ 144,938.00	\$ -	\$ -	
PY14 Youth	\$ 42,534.77	\$ -	\$ -	
PY14 Adult	\$ 450.69	\$ -	\$ -	
PY14 Dislocated Worker	\$ 10,232.72	\$ -	\$ -	
FY15 Adult	\$ 94,362.66	\$ -	\$ -	
FY15 Dislocated Worker	\$ 343,572.16	\$ -	\$ -	
PY15 Youth	\$ 444,324.64	\$ -	\$ -	
PY15 Adult	\$ 4,979.61	\$ -	\$ -	
PY15 Dislocated Worker	\$ 129,283.83	\$ -	\$ -	
FY16 Adult	\$ 460,340.87	\$ -	\$ -	
FY16 Dislocated Worker	\$ 937,906.10	\$ -	\$ -	
Apprenticeship USA	\$ -	\$ -	\$ 200,000.00	
RSI-DWG	\$ -	\$ -	\$ 1,100,000.00	
PY16 Youth	\$ -	\$ -	\$ 983,792.70	
PY16 Adult	\$ -	\$ -	\$ 120,732.45	
PY16 Dislocated Worker	\$ -	\$ -	\$ 339,860.00	
FY17 Adult	\$ -	\$ -	\$ 823,274.10	
FY17 Dislocated Worker	\$ -	\$ -	\$ 1,801,831.60	
	\$ 2,612,926.05	\$ -	\$ 5,369,490.85	\$ 7,982,416.90

PY17 Income: Detailed

PY17/FY18	Carryover	Recapture	New Funding	
WIOA Implementation	\$ 138,765.37	\$ -	\$ -	
Apprenticeship USA	\$ 178,599.70	\$ -	\$ -	
RSI-DWG	\$ 1,085,147.59	\$ -	\$ -	
PY15 Youth	\$ 291,275.17	\$ -	\$ -	
PY15 Adult	\$ (113.80)	\$ -	\$ -	
PY15 Dislocated Worker	\$ 29,955.38	\$ -	\$ -	
FY16 Adult	\$ 190,934.19	\$ -	\$ -	
FY16 Dislocated Worker	\$ 287,240.16	\$ -	\$ -	
PY16 Youth	\$ 810,101.56	\$ -	\$ -	
PY16 Adult	\$ 53,376.14	\$ -	\$ -	
PY16 Dislocated Worker	\$ 201,471.82	\$ -	\$ -	
FY17 Adult	\$ 725,608.88	\$ -	\$ -	
FY17 Dislocated Worker	\$ 1,647,237.47	\$ -	\$ -	
PY17 Youth	\$ -	\$ -	\$ 1,170,303.30	
PY17 Adult	\$ -	\$ -	\$ 143,343.75	
PY17 Dislocated Worker	\$ -	\$ -	\$ 439,608.80	
FY18 Adult	\$ -	\$ -	\$ 982,329.75	
FY18 Dislocated Worker	\$ -	\$ -	\$ 2,342,278.80	
	\$ 5,639,599.63	\$ -	\$ 5,077,864.40	\$ 10,717,464.03

PY17 Budget

Cost Category	Budgeted	Percent
Salary	\$ 1,000,600.00	21.9%
Fringe	\$ 427,556.38	9.3%
Office Supplies	\$ 6,500.00	0.1%
In State Travel	\$ 10,000.00	0.2%
Out of State Travel	\$ 35,000.00	0.8%
Contractual	\$ 1,047,750.00	22.9%
Local Area Discretionary Awards	\$ 402,000.00	8.8%
Memberships	\$ 20,505.00	0.4%
Miscellaneous	\$ 3,545.17	0.1%
Programs & Professional Services	\$ 394,944.00	8.6%
Sponsorships	\$ 31,000.00	0.7%
Subscriptions	\$ 85,573.00	1.9%
F&A (32%)	\$ 1,108,141.94	24.2%
	\$ 4,573,115.49	100%



The full report can be found on the website at this link: <http://oklahomaworks.gov/docs/2017/08/GCWED-State-Budget-Presentation-7.21.17-FINAL.pdf> .

Roundtable Discussion

Chair Hendrickson said that now we have seen how the program dollars come in and where they go, what is it that the state of Oklahoma should be doing that we are not doing to help you, or your agency, business, or whatever you represent? How are you going to get the skills that you need to succeed? What are we missing? Of everything that you've heard this morning, what can the state do that it's not to help you? Are you getting all of the skills that you need? (Sample of comments follow.)

- Chuck Mills commented no. Those of us that have been in workforce development for some time has seen this coming. All that we can do is what we are trying to do right now. This is the first Governor that really gets it and understands that to grow opportunity in this state is to educate our citizens in the proper manner. Education has been doing their job but they have been ill-equipped to provide what we need in the business community. A lot of kids coming out of school are not employable. They may have some skills but they are not employable. So we have to train them and that takes a lot of time and it takes someone off the line to do that training, which is a drag on business. But those things are changing because now we have this collaboration. It is going to take a long time because business and education need to meet together and nobody has the time. There is funding but it all can't come from government dollars, it also needs to come from the private sector, business needs to help. Patience is the key. We just need to keep developing it and working and supporting it and hopefully our next Governor will have the same passion. We have momentum going for the first time in a long time so we have to keep pushing it. We are going to see the results of our work, we just have to keep doing it.
- John Hawkins said that we've been dealing with this for a while. The youth that are graduating from high school, if they don't get help from common ed, they are not going to succeed. They are going to be working at jobs that nobody else wants to do for a lifetime. Career Tech is known throughout the country as one of the leaders in innovation in education. Years ago, students would take carpentry, auto repair, or cosmetology, etc, at Career Techs which helped them get jobs, but that isn't enough. Common ed needs more funding. This has got to change to move the paradigm forward, and it has to move forward if Oklahoma is going to succeed.
- Chuck Gray commented that this is very common. He said there is a tax credit for engineers. He asked someone at OSU what percentage of engineers leave the state. They said about 70-80%. So the legislature passed a tax credit for engineers and businesses hiring them. Chuck said they are looking at Higher Ed for engineering talent and they can recruit from within the state which is great. He said on the technician side or the material handling side, he has to give a lot of credit to Career Tech, they are working hard. We have to train our folks to meet certain standards. So, Career Tech will say they will support that, but then you look at what kind of communication does Career Tech have with business so they can help plan their curriculum over the years? It has been lacking. There is a need to get more engaged in the process. Anything we can do to incentivize business to talk about what their needs are today and in 3 years or 5 years. He said he knows that sounds easy but it's not. Businesses need to be more engaged on the educational side and our regional workforce boards are the places to do that because they know what is needed in their communities. We need to look at apprenticeships and internships.
- Katie Altshuler added, on behalf of Secretary Shirley, that they are specifically working on apprenticeship and internship programs and there will be a stronger framework around it.
- Tony Hutchinson said that one thing he wanted to point out is that when you look at these issues in terms of supply and demand, it is sometimes more complicated than it looks on the surface. As you know, we have a pretty sophisticated system that matches up with our graduates and where they are going and the Oklahoma economy. We do a data match every year to look at every graduate, what county they are working in and what earnings they are making and what NAIC code they are working in. Richard McPherson, OESC, has been a great partner on this. We have about 85% of our graduates stay in the state and have a job within one year. That's overall degrees – associates as well as bachelors. But when you look at STEM degrees and Engineering degrees, only about 50% of them stay in the state. That tells me that we have demand – those are labor market issues that have to do with wages

and benefits and what offers are given, not just openings. He thinks the supply and demand issues need looked at on a different level with different professions.

- Cindy Koss said that secondary schools now have a course code for internships which supports what we've been saying. Internships are listed on the SDE website and businesses can go there for information. SDE is trying to build awareness for internships. Cecilia Robinson-Woods added that internships are now transcribed which they weren't a few years ago.
- Ken Doke asked if we are doing much to promote entrepreneurship through Workforce now? In Muskogee County, they are tossing around a new idea. That basically they've done a gap analysis of retail where they have a list of businesses throughout the county that say that they will support dollar stores and parts stores and all these different things, but they don't have the entrepreneurs. So, they created a list and a data base of possible opportunities out there, but they don't have the entrepreneur data base yet of people that they might be able to match and putting them into those types of businesses, but they are working on that. Is there a role that Workforce could play and help putting those entrepreneurs in business because not only would you be putting that person to work, but you're also creating jobs, so you're getting two for one. Is that something that could be explored or some opportunity that we're missing?
- Steve Hendrickson said that he knows there are pockets of entrepreneurial enthusiasm around the country but he doesn't know if we have picked it up as a Council, so that may be another item that we need to look at. On another note, Steve said that there is an activity that is going on that is loosely affiliated with the State Chamber of Oklahoma that is called *Oklahoma 2030*. There is a website that you can go to: www.ok2030.org if you want to look it up. It is a vision and action plan to put Oklahoma at the top of national rankings by 2030. Steve said that he is on their Steering Committee. It is a group of business people in the community that is attempting to address some structural issues in the state outside the political process, because the political process turns over every 2 or 4 years depending if you are a representative or a senator and that's really not enough time to do a systemic change. This group of business leaders is trying to envision what life would be like in 2030. Instead of being ranked 40th in things, what if we were ranked the best in all different categories? We are taking a very holistic look at that. He's bringing this up because if you are interested in it, you can look it up online. It is an open process and you can see the work that's being done. There will be recommendations by the end of the year. There will be considerations of much of what we have talked about like having the right amount of skilled workforce and the right amount of entrepreneurial spirit in the state to propel it right to the top of the rankings going forward. He just wanted to let everybody know about this and there is nothing controversial about it.

Old Business

None.

New Business

None.

Next Meeting Date

The next Governor's Council meeting is scheduled for Friday, October 27, 2017 at 9:00 a.m. and will be held at Oklahoma State University – Oklahoma City.

Adjourn

The meeting adjourned at approximately 10:56 a.m.

*Respectfully submitted,
Linda Emrich*